CHINA
CABLE AND SATELLITE TELEVISION

INTERNATIONAL SUMMIT '95 Beijing

Attend the largest and most comprehensive international event ever held in China on cable and satellite television issues, hear over 50 presentations from Chinese and international speakers - take advantage of the unique opportunity to fill your information gaps and meet key decision makers in just three days

Featuring high level participation from China's cable, satellite and television industries

Ministry of Electronics Industry
Ministry of Film, Radio and Television
China Aerospace Corporation
CCTV
Film Bureau, MFRT
National Copyright Administration of China
Shanghai Information High Tech Ltd , MPT
China Educational Television Station

Key contributions from city cable television stations

• Beijing CATV • Shanghai CATV • Qingdao CATV • Nanjing CATV • Dalian CATV • Wuxi CATV • Fuzhou CATV • Wuhan CATV•

Key contributions from provincial cable and television stations

• Jiangsu CATV • Zhejiang CATV • • Shandong TV • Xinjiang TV • Yunnan TV •

International keynote addresses include:

Jeffrey Schwall, President, **Time Warner International**
Herbert A. Granath, President, **Cable and International Broadcast Group Capital Cities/ABC**
Robert W. Ross, President, **Turner International**

Endorsed by:

Ministry of Electronics Industry

Supported by:

China Radio and Television Society
中国广播电视学会
China Broadcasting and Television Equipment Society
Research Centre on The Development of Communication, Broadcasting and Television
China Users Association of Satellite, Communication, Broadcasting and Television

Co-organized by:

CIE 中国電子学會 CHINESE INSTITUTE OF ELECTRONICS

Pan-Asian Broadcasting & Media Task Force
Institute for International Research

25, 26, 27 September 1995
China World Hotel & Trade Centre Beijing, People's Republic of China

High level international participating organizations will include:

Singapore CableVision
Telstra Corporation
PT. Pasifik Satelit Nusantara
Intelsat
AsiaSat
PanAmSat
PT Indosiar Visual Mandiri
Metrovision Channel 8
Digital Video Broadcasting Group Europe
General Instrument
Scientific Atlanta
IBM Corporation Beijing
World Window Shopping
Advisors for International Media
Tempest Entertainment
Saatchi & Saatchi Advertising Asia
ATCI
Grey
Nynex Network Systems
Sprint International
Reuters Asia
Pacific Bell
Children's Television Workshop
E! Entertainment
Cable Data
NTL
Lockheed Martin Astro Space

Conference Supported By:

GI General Instrument

Official Publications:

CABLE AND SATELLITE ASIA
Via Satellite
ASIAPACIFIC SPACE REPORT
A&M ASIAN ADVERTISING AND MARKETING

Supporting Publication:

SATELLITE & Cable TV

CHINA CABLE AND SATELLITE TELEVISION INTERNATIONAL SUMMIT '95

25, 26, 27 September 1995
China World Hotel & Trade Centre Beijing, People's Republic of China

'95 北京国际有线电视及卫星电视高级研讨会

Dear Executive

The **Institute for International Research** is delighted to announce an international co-operative venture with the **Chinese Institute of Electronics (CIE)**, to organise and host the first ever international cable and satellite summit in Beijing. The summit is endorsed by the **Ministry of Electronics Industry (MEI)**, and supported by the following key cable, satellite and broadcasting organizations in China:

- China Radio and Television Society
- Research Centre on the Development of Communication, Broadcasting and Television
- China Broadcasting and Television Equipment Society
- China Users Association of Satellite, Communication, Broadcasting and Television

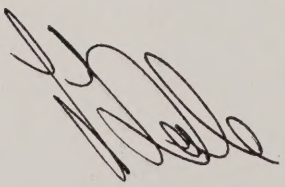
Opportunities continue to multiply in China, but to make the most of them requires a clear understanding of the dynamics and unique characteristics of this market. Never before has a program of this scale and significance been specifically designed to answer the questions of industry professionals wanting to enter the Chinese cable and satellite television market. Learn first-hand from our unrivaled speaker panel and discover China's priorities for cable and satellite policy, planning, development and investment. Hear from senior representatives from the **MEI**, **Ministry of Film, Radio and Television (MFRT)**, and China Aerospace. Other speaker highlights include senior level participation from city and provincial cable and terrestrial television operators from across China.

When again, will you have the guarantee of meeting all these people in just three days? No other events in China will afford you this unique benefit. I am sure you will agree with me that attending this forum will fill your information gaps and prove to be a valuable networking opportunity.

Places are booking fast for this event! Take action now to reserve your place at this ground breaking conference.

I look forward to welcoming you and your colleagues to this exciting conference.

Yours sincerely,



Lyn Dale
Divisional Manager
Pan-Asian Broadcasting & Media Task Force
Institute for International Research

Pan-Asian Broadcasting & Media Task Force
Institute for International Research

CIE ANNOUNCES A UNIQUE OPPORTUNITY TO PARTICIPATE IN CHINA'S OFFICIAL

CIE

中国電子学會
CHINESE INSTITUTE OF ELECTRONICS

CABLE AND SATELLITE TELEVISION INTERNATIONAL SUMMIT '95

The **CHINESE INSTITUTE OF ELECTRONICS (CIE)** is pleased to announce a co-operative venture with the Institute for International Research to hold the first ever international cable and satellite conference in Beijing.

Hear From a Distinguished International and PRC Speaker Panel

This conference is fully endorsed by the **MINISTRY OF ELECTRONICS**. The official support will ensure this summit brings together a global gathering of senior industry delegates, and top level speakers from within China and abroad.

Examine the Prospects for Co-operative Ventures and Discover How to Effectively Operate in the PRC. This summit will provide you with the opportunity to hear first-hand, what opportunities will exist for co-operative ventures. The summit will clarify regulatory requirements and provide comprehensive guidelines for operating in the PRC.

Gain Expert Analysis on Cable Network Evolution, Emerging Technologies and their Application In The PRC

One of the many highlights of the conference is an up-date on cable network development across the PRC. Also the conference will highlight technologies that will assist China in meeting the needs of its cable and satellite infrastructure towards the year 2000. It will provide a rare opportunity for foreign companies to assess the potential for investment and technology transfer arrangements.

This summit will deliver a high quality program which will enable delegates to forge invaluable links and exchange expertise - meeting the needs of industry participants, both locally and from around the world.

I look forward to welcoming you and your colleagues to the first major international cable and satellite television conference in Beijing.

Yours sincerely,

Sun Junren
PRESIDENT, **CHINESE INSTITUTE OF ELECTRONICS**

CHINA RADIO AND TELEVISION SOCIETY OFFICIAL ANNOUNCEMENT

The **CHINA RADIO AND TELEVISION SOCIETY**, supports this high level international conference. This will be the first officially supported conference in Beijing to address and meet the challenges posed by the evolution of cable and satellite television in the PRC.

In addition to an unparalleled program covering state-of-the-art technologies, services, programming and policy trends, this forum will provide a rare opportunity for senior international and PRC decision makers to meet and discuss the current and future potential of the industry in China.

We believe this will prove to be a key international conference that will ensure delegates are kept at the forefront of China's cable and satellite television industry.

Yours sincerely,

Xu ChongHua
PRESIDENT, **CHINA RADIO AND TELEVISION SOCIETY**

CRFTM

中国广播电视学会

ABOUT OUR CO-ORGANIZERS: THE CHINESE INSTITUTE OF ELECTRONICS

The CIE is the largest nationwide, non-governmental, engineering and academic society, enjoying academic prestige in the field of Chinese electronics. It was founded in 1956 and now has more than 658,500 members across the country and 500 overseas members. All CIE's technical activities have gained effective support from the government.

EXECUTIVE REVIEW

DAY ONE

Today China is one of the worlds fastest growing television markets. Now is the right time to enter the China marketplace, but a lack of information is often the problem. This timely conference is designed to provide you with a comprehensive A-Z of developments within China to ensure your information needs are met. Day one of the conference will deliver a strategic overview of the current structure of cable, satellite and television within China and the future directions for their growth.

During day one you will find out how China intends to develop its information infrastructure to support cable television and communications. Learn about their approach to cable network deployment and up-grading. Discover what role foreign investors can play in the future of television development. Determine the impact of cable TV on terrestrial television, and the future relationship between the two. Understand the effect of changing cultural and economic forces on cable television. Evaluate the future direction for satellite as an integral component in China's information infrastructure plans.

DAY TWO

The second day of the summit is streamed to give you flexibility in choosing the presentations that are of greatest interest to your organization. To tailor the summit to your individual requirements choose between either broadcast programming or CATV/broadcasting technologies.

The broadcast programming day will cover issues affecting programmers, distributors and advertisers. Some of the key sessions include: how China intends to foster its own programming capabilities nationally and internationally, what action is being taken to protect copyright, how advertisers view programming in China, media research and Chinese film distribution. The afternoon sessions will focus on content development and options for China. Discover the potential of educational, business information, home shopping and Karaoke programming.

Attending the CATV/broadcasting technologies stream you will benefit from international and Chinese presentations on .... HFC development ... subscriber management .... conditional access ... migration to digital .... set-top box design .... and satellite technology. One of the highlights of this stream will include an in-sight into cable hardware requirements, and Chinese initiatives to foster their own manufacturing capabilities, and technical expertise.

DAY THREE

In-depth discussions and individual case studies on provincial and city planning are the highlights of this day, find out about their plans, objectives and goals. Session 1 provides an in-sight into cable network expansion, technology priorities and service development. Session 2 examines the use and future of satellite and wireless cable for broadcasting in China.

Throughout the day papers on the future options for maximizing the revenue potential of China's cable networks will facilitate discussions on telephony over cable and interactive services.

Other key issues and talks of note include: Time Warner on cable network planning, design and operations; Telstra and Sprint demonstrating convergence in action, as they both present talks on the plans, status and business implications of their latest joint ventures.

8 Compelling Reasons Why You Should Plan For Your China Visit Now!

1. You will have the opportunity to meet senior officials from China's ministries and heads of cable and television operations across China
2. The summit papers and discussions will provide a unique, up-to-the-minute briefing on China's latest cable, satellite and programming priorities and favored development paths
3. Gain a clear picture of provincial and city planning with in-depth case studies from Jiangsu, Qingdao, Nanjing, Fuzhou, Yunnan, Shangdong and Xinjiang
4. Source new contacts and business opportunities
5. You will hear from senior international executives on the latest technologies, cable network developments, programming and convergence issues and their implications for China
6. Learn from the experiences of international companies working in China
7. You and your colleagues will come away with comprehensive reference documentation, exclusive to this summit
8. Visit China and evaluate the potential of the Chinese market for yourself

LOCKHEED MARTIN

A HOSPITALITY SUITE WILL BE AVAILABLE THROUGHOUT EACH DAY OF THE SUMMIT CURTSEY OF LOCKHEED MARTIN ASTRO SPACE

Lockheed Martin Astro Space is the worlds leading supplier of satellites. Since their first launch in 1958, Astro Space has successfully launched nearly 200 satellites for defense, civil government and commercial applications. Astro Space has constructed and launched 43 commercial communication satellites, and has a backlog of 18 commercial communication satellites under construction for satellite operators worldwide.

'95 北京国际有线电视及卫星电视高级研讨会

CHINA CABLE AND SATELLITE TELEVISION INTERNATIONAL SUMMIT '95

Day One:
Monday 25th September, 1995

7.30 *Registration and Coffee*

8.45 **OPENED BY SENIOR OFFICIALS**

9.00 **FORECASTING THE GROWTH OF CABLE AND SATELLITE TELEVISION IN CHINA AND ASSESSING THE OPTIONS FOR BROADCAST DEVELOPMENT**

- ❑ key factors driving the growth of cable and satellite
- ❑ total cable licenses to-date and predicted number of new licenses in 1996
- ❑ ensuring regulation facilitates growth: creating national standards and optimal national planning
- ❑ benefits to national culture - analyzing the social, business and educational potential
- ❑ international role of China in the global development of cable and satellite

***Cheng Jiang**, Deputy Director General, Department of Science and Technology*
MINISTRY OF FILM, RADIO AND TELEVISION

9.30 **KEYNOTE INTERNATIONAL ADDRESS: INTERNATIONAL MEDIA DYNAMICS AND THEIR IMPACT ON ASIA**

- ❑ worldwide growth of the television industry and its importance to national development
- ❑ effects of convergence on the television industry - changing relationship between programmers, cable, satellite and terrestrial operators
- ❑ challenges and opportunities for Asia

***Herbert A. Granath**, President, Cable and International Broadcast Group*
CAPITAL CITIES/ABC, INC.

10.00 **PROMOTING THE DEVELOPMENT OF TV INDUSTRIES BY THE USE OF FOREIGN INVESTMENT**

- ❑ trends in network funding for cable and satellite
- ❑ who can be involved in cable and satellite growth in China?

***Deqing Hua**, Division Chief, Department of Overall Planning*
MINISTRY OF ELECTRONICS INDUSTRY

10.30 *Morning Coffee*

11.00 **HOW THE PEOPLE'S REPUBLIC OF CHINA WILL DEVELOP ITS INFORMATION INFRASTRUCTURE TO SUPPORT CABLE TELEVISION SERVICES AND VOICE COMMUNICATIONS**

- ❑ predicting the services which will define the information infrastructure in China
- ❑ split between residential and business services
- ❑ forecasting timescales for provincial and city cable network establishment and expansion - an overview of who is doing what and where
- ❑ linking up of cable regions - likely cooperation between cable operators
- ❑ economics of establishing and expanding networks:
  - cost effective mix of delivery methods, what will work for China: fibre-optic, co-axial, hybrid, satellite, RF
  - potential role of telcos for line leasing
- ❑ pace of convergence

***Linzhen Xie**, Deputy Director General, Department of Telecommunication Products and Systems*
MINISTRY OF ELECTRONICS INDUSTRY

11.30 **KEYNOTE INTERNATIONAL ADDRESS: IMPLEMENTING A STATE-OF-THE-ART CABLE TELEVISION SYSTEM IN ASIA**

- ❑ network planning and technology priorities - developing a hybrid network
- ❑ evaluating the success of combining local and international expertise on cable construction
- ❑ ensuring you build the foundation for future interactive and telephony services into your network
- ❑ experiences of building the St. Paul cable system in America

***Randall Coleman**, President*
SINGAPORE CABLEVISION

12.00 **CLARIFYING THE EVOLVING STRUCTURE OF TELEVISION IN CHINA AND ITS RELATIONSHIP WITH CATV**

- ❑ forecasting the growth of national and regional television
- ❑ understanding the changing distribution structure of television
- ❑ determining the relationship between cable and terrestrial broadcasters
- ❑ cable's potential effect on television
- ❑ evaluating the development of digital broadcasting in China

***Zhijian Zhang**, Chairman of the Science and Technology Committee*
MINISTRY OF FILM, RADIO AND TELEVISION

12.30 **EFFECT OF CHANGING CULTURAL AND ECONOMIC FORCES ON CABLE TELEVISION DEVELOPMENT IN CHINA**

***Hongfu Zhang**, Deputy Director*
SHANGHAI CABLE TELEVISION STATION

1.00 *Lunch*

2.15 **KEYNOTE INTERNATIONAL ADDRESS: NAVIGATING THE ASIAN MARKET - PLANNING AND DELIVERING PROGRAMMING IN AN EMERGING REGION**

- ❑ evaluating the prospects for Asia – when will international networks see a return on investment?
- ❑ harnessing cable and satellite to expand the market for programmers in the region
- ❑ approach to programming in Asia - local vs regional vs global mix
- ❑ Asia's place in the global market: Implications of European and Latin American markets for Asia

***Robert W. Ross**, President*
TURNER INTERNATIONAL INC.

2.45 STATUS AND PROSPECTS FOR CHINA'S COMMUNICATION BROADCAST SATELLITE

- ❑ national and international customers for satellite services
- ❑ launch plans '95 -'96
- ❑ future of direct to home satellite services

Yilin Zhu, Chief Engineer
CHINA AEROSPACE CORPORATION

3.15 KEYNOTE INTERNATIONAL ADDRESS: DEVELOPING THE ROLE OF SATELLITE IN ASIA FOR THE DELIVERY OF BROADCASTING AND EDUCATIONAL SERVICES

Adi R Adiwoso, President Director
PT. PASIFIK SATELIT NUSANTARA
Marketing Director, SATELINDO

3.45 *Coffee*

4.15 SATELLITE SERVICE DEVELOPMENT OVER ASIA: WHO IS DOING WHAT? AND WHEN?

Paper 1:
Chen Liqun, General Manager China
ASIA SATELLITE TELECOMMUNICATIONS COMPANY LIMITED

Paper 2:
Andrew Jordan, Regional Vice President Asia
PANAMSAT ASIA

Paper 3:
Dr Eui Koh, Group Director Asia,
INTELSAT

- ❑ satellite applications for the cable industry
- ❑ VSAT and broadcast services
- ❑ Intelsat initiatives in China joint venture and telecom project development

5.45 *Close of Day One*

6.45 SUMMIT BANQUET FOR DELEGATES AND SPEAKERS

Day Two:
Tuesday 26th September 1995

STREAM A - BROADCAST PROGRAMMING ISSUES AND DEVELOPMENT OPTIONS FOR CHINA

9.00 OPENING REMARKS FROM THE CHAIRMAN

9.05 INITIATIVES BEING TAKEN TO MEET THE DEMAND FOR PROGRAMMING IN CHINA AND THE NEED FOR CHINESE LANGUAGE PROGRAMS FOR EXPORT

- ❑ identifying programming sources for national, regional and cable networks
- ❑ what is happening now to increase programming within China and for export?
- ❑ assessing the worldwide demand for Chinese language programs and the role for CCTV
- ❑ role of foreign programmers for developing programming - program exchanges, co-productions, using Chinese production facilities etc
- ❑ how foreign programming is distributed

Xiongxiong Xu, General Manager, China TV Program Agency
CCTV

9.35 LATEST ACTION BEING TAKEN TO PROTECT PROGRAMMERS' COPYRIGHT

Mr Laijun Suo, Director
NATIONAL COPYRIGHT ADMINISTRATION OF CHINA

10.00 GROWTH OF INDEPENDENT PRODUCTION HOUSES IN CHINA AND THEIR IMPACT ON NATIONAL, REGIONAL AND CABLE PROGRAMMING

- ❑ will they enhance the quality of programming in China?
- ❑ types of programming produced
- ❑ will independent production houses drive changes in national distribution?
- ❑ assessing whether these developments will lead to greater openings for co- production

Paper 1:
Guojun Jin, Director
BEIJING CABLE TV

Paper 2:
Mr Pan, Chief Engineer
ZHEJIANG CABLE TV

Each speaker will talk for twenty minutes with five minutes for joint questions

10.45 *Morning Coffee*

11.15 PROGRAMMING IN CHINA: AN OPPORTUNITY FOR ADVERTISERS?

- ❑ Background to China's TV landscape
- ❑ What is programming and syndication? and why is it relevant to advertisers?
  - definitions
  - evaluations
  - sourcing
  - examples
  - benefits to advertisers
- ❑ future vision

James Greet, Media Director China
SAATCHI & SAATCHI ADVERTISING ASIA

11.45 WHAT JOINT INTERNATIONAL AND DOMESTIC INITIATIVES CAN BE TAKEN TO ESTABLISH RELIABLE AND DETAILED MEDIA RESEARCH ACROSS CHINA?

- ❑ who should be involved?
- ❑ what are the future problems that will occur if joint action is not taken?
- ❑ where should the funding come from?

Guy Forestier-Walker, Regional Media Director
GREY

12.15 EFFECT OF CABLE AND SATELLITE ON THE FUTURE DIRECTION OF CHINESE FILM DISTRIBUTION

- ❑ current of Chinese film distribution
- ❑ analyzing what changes may occur to the industry with the growth of cable and satellite broadcasting services:
  - assessing whether deregulation of film distribution is a possibility
  - will an increase in the distribution of foreign film occur?

Mr Linyue Bao, Chief Engineer
FILM BUREAU, MINISTRY OF RADIO, FILM AND TELEVISION

12.45 *Lunch*

2.00 DEVELOPING THE POTENTIAL OF EDUCATIONAL TELEVISION IN CHINA

- ❑ demand for educational programming in China
- ❑ assessing the audience and understanding the service required
- ❑ evaluating the audience response to CETV so far
- ❑ future plans

***Yongguang Chai**, Deputy Director*
CHINA EDUCATIONAL TELEVISION STATION (CETV)

2.30 IMPLEMENTATION AND PROSPECTS FOR KARAOKE TV IN ASIA

- ❑ how KTV works and lessons learnt from early broadcasts
- ❑ audience profile and their response to KTV
- ❑ KTV's relationship with cable and satellite operators
- ❑ importance and role of advertising for the development of KTV
- ❑ future prospects and directions for KTV

***John Sharp**, President and CEO*
KARAOKE TV

3.00 EVALUATING THE POTENTIAL OF SHOPPING NETWORKS AND INFOMERCIALS IN CHINA

- ❑ history of the set-up of the network in China
- ❑ profit centre for local station and cable operators
- ❑ evaluating the increase in advertising revenue and ad customer base
- ❑ assessing the importance of infomercials

***John Wang**, President*
WORLD WINDOW SHOPPING

3.30 *Afternoon Tea*

3.50 FUTURE DIRECTION OF EDUCATIONAL TELEVISION IN ASIA

- ❑ trends in educational programming in Asia and China
- ❑ CTW's approach to co-production work in China

***David Jacobs**, Regional Vice President, Asia*
CHILDREN'S TELEVISION WORKSHOP

4.20 ASSESSING THE PROSPECTS FOR BUSINESS INFORMATION AND CORPORATE PROGRAMMING IN ASIA

- ❑ development of specialized business programming in conjunction with local TV stations
- ❑ assessing the potential of corporate and custom programming in China and Asia

***Andrew Miller**, Sales and Marketing Manager - Media*
REUTERS ASIA

4.50 PANEL SESSION: CHALLENGES AND EXPERIENCES OF DOING BUSINESS IN A RAPIDLY EMERGING MARKET

- ❑ experience of working with broadcasters and cable operators in China
- ❑ evaluating the importance of co-production work
- ❑ assessing the value of barter and using agents - is it really a good idea?
- ❑ satellite vs cable vs terrestrial route for programmers what will be the future trend?

Panel Chaired by:
***Susan Schoenfeld**, President*
ADVISORS FOR INTERNATIONAL MEDIA (AIM) ASIA Ltd
***James Greet**, Media Director China*
SAATCHI & SAATCHI ADVERTISING ASIA
***Robert Neer**, Managing Director,*
TEMPEST ENTERTAINMENT HONG KONG
***Michelle Sie**, President*
ATCI, DENVER, USA
***Jon Helmrich**, Vice President International*
E! ENTERTAINMENT TELEVISION

STREAM B - EVOLUTION OF CATV AND BROADCASTING TECHNOLOGIES - DEVELOPMENT OPTIONS FOR CHINA AND INTERNATIONAL EXPERIENCES

9.10 OPENING REMARKS FROM THE CHAIR

9.15 EVALUATING CABLE HARDWARE REQUIREMENTS AND ASSESSING HOW LOCAL MANUFACTURING INITIATIVES WILL SATISFY DEMAND

- ❑ examining innovations in broadcasting technology and their implications for China
- ❑ structure of national and regional manufacturing
- ❑ expansion priorities for domestic manufacturing
- ❑ assessing what standardization of hardware will need to take place
- ❑ development of national technical skills: training, qualifications and organizations

***Guoqing Shi**, Director Department of Telecommunications Products and Systems*
MINISTRY OF ELECTRONICS INDUSTRY

9.45 ROLE OF HYBRID FIBRE COAXIAL CABLE (HFC) CATV NETWORK FOR THE DEVELOPMENT OF THE INFORMATION HIGHWAY IN CHINA

- ❑ services required on the information highway
- ❑ network structure of the information highway
- ❑ existing problems of the current PSTN network on the information highway
- ❑ advantages of the HFC
- ❑ options for the development of the information highway in China
- ❑ up-grading of the CATV network required for advanced services
- ❑ implementing the first stage of the information highway in China: integration of CATV and telecommunications

***Antai Zhu**, Chief Engineer*
DALIAN CABLE TELEVISION STATION

10.15 TECHNOLOGY OPTIONS FOR A FULL SERVICE BROADBAND NETWORK DEPLOYMENT

- ❑ review of the full service broadband concept
- ❑ other influences on network architecture and technology selection
- ❑ switching, transmission and transport options for broadband networks
  - local acess networks
  - central office/local headend/ATM
  - tandem office/superheadend/ATM
  - video information providers/file servers
- ❑ risk vs rewards of accelerate technology deployment

***Ray Jensen**, Technical Director Broadband Services*
PACIFIC BELL

10.45 *Morning Coffee*

11.15 CHALLENGES OF ESTABLISHING A CHINESE MODEL FOR SUBSCRIBER MANAGEMENT

- ❑ assessing the information infrastructure that will be required to support cable TV operations
- ❑ how will the subscriber switch on the service? possible options for connecting the subscriber
- ❑ implementing billing systems - how will monthly subscriptions be paid?

Wu Yinming, Director
WUHAN CABLE TV

11.45 ASSESSING CABLE HEAD END TECHNOLOGY OPTIONS FOR SUBSCRIBER MANAGEMENT

- ❑ innovations for integrated billing, subscriber management and access control
- ❑ latest options for digital video servers and storage technologies
- ❑ network architecture solutions for linking the customer and video server

***Rick Cluthe**, Vice President International Business Development*
CABLE DATA

12.15 EFFECTIVELY MANAGING THE TRANSITION TO DIGITAL: ENSURING CURRENT ANALOGUE PLANNING WILL SUPPORT THE MIGRATION TO DIGITAL

- ❑ infrastructure requirements to support digital
- ❑ what needs to be done now to ensure the smooth transition to digital?

***Dan Ozley**, Vice President Marketing and Business Development Satellite Television Networks Division*
SCIENTIFIC ATLANTA, U.S.

12.45 *Lunch*

2.00 DEVELOPING A DIGITAL END-TO-END SYSTEM FOR SUBSCRIBER MANAGEMENT AND ENHANCED SECURITY

- ❑ subscriber management and access control systems
- ❑ assessing encryption and decryption technology options
- ❑ development of commercial and direct to home systems

***Geoff Roman**, Senior Vice President of Technology*
GENERAL INSTRUMENT COMMUNICATIONS

2.30 LATEST DEVELOPMENTS IN INTELLIGENT SET-TOP BOX DESIGN

- ❑ latest hardware and software innovations for set-top boxes
- ❑ balancing cost vs functionality
- ❑ development and use of smart cards

***James L. Sinclair**, Chief Engineer - Pacific Region, NTL*

3.00 UP-DATE ON THE EUROPEAN PROJECT ON DIGITAL VIDEO BROADCASTING (DVB)

- ❑ organization and tasksetting of the DVB Group
- ❑ status of DVB-standards
- ❑ development of conditional access systems to organize billing and prevent piracy
- ❑ relation of DVB to Digital Video Recording (DVC), DAVIC etc
- ❑ relevance of DVB work to organizations outside of Europe
- ❑ market introduction of DVB-services

***Dr Hans-Georg Junginger**, Chief Technology Officer (CTO)*
SONY EUROPEAN OPERATIONS
Member of the Steering Board
DIGITAL VIDEO BROADCASTING GROUP

3.30 *Afternoon Tea*

4.00 CHALLENGES OF IMPLEMENTING SOUTHEAST ASIA'S FIRST ALL DIGITAL TELEVISION STATION

- ❑ history of MetroVision Channel 8
- ❑ design of transmission facility
- ❑ challenges of installation
- ❑ results of test transmissions
- ❑ installation and interfacing with digital post production equipment

***Terry Harvey**, General Manager Transmission and Engineering*
METROVISION CHANNEL 8, MALAYSIA

4.30 INTRODUCTION OF DIGITAL BROADCASTING IN ASIA

- ❑ evaluating picture quality
- ❑ understanding the costs involved
- ❑ interfacing of analogue systems with digital formats
- ❑ challenges of implementation

***Keith Pearce**, Principal Advisor for Engineering*
PT INDOSIAR VISUAL MANDIRI, INDONESIA

5.00 SATELLITE TECHNOLOGY: AN ENABLING CAPABILITY FOR THE DEVELOPMENT OF AN INFORMATION INFRASTRUCTURE

- ❑ role of satellite in the information infrastructure
- ❑ history of the development of the Advanced Communications Technology Satellite (ACTS)
- ❑ how ACTS can extend the information infrastructure beyond existing fibre networks at a lower cost and in less time in areas where fiber is not in place:
  - suitability for trunking applications at fibre rates
  - data rates achieved
- ❑ evaluating the benefits of Ka-Band to relieve the overcrowding of the geostationary orbit now experienced by C- and Ku-Band systems

***Frank Gargione**, Manager, Systems and Operations ACTS Program*
LOCKHEED MARTIN ASTRO SPACE

5.30 *Close of Day Two*

Day Three:
Wednesday 27th September, 1995

8.45 OPENING REMARKS FROM THE CHAIR

8.50 INTERNATIONAL KEYNOTE ADDRESS: KEY CONSIDERATIONS IN THE PLANNING, DESIGN AND OPERATIONS OF CABLE TV NETWORKS

***Jeffrey Schwall**, President*
TIME WARNER CABLE INTERNATIONAL

9.20 PROVINCIAL AND CITY PLANNING SESSIONS 1: CABLE NETWORK AND SERVICE DEVELOPMENT

- ❑ history of the network
- ❑ forecasting future levels of subscribers and service
- ❑ delivery methods used
- ❑ subscriber management plans
- ❑ program sources

Paper 1:
Chief Engineer,
FUZHOU CABLE TV STATION

Paper 2:
***Feng Lu**, Chief Engineer,*
JIANGSU CABLE TV STATION

Paper 3:
***Yansheng Liu**, Director,*
QINGDAO CABLE TV STATION

Paper 4:
***Aoru Chen**, Chief Engineer,*
NANJING CABLE TV STATION

Each speaker will talk for 25 minutes with a joint ten minute panel session for questions at the end of this section

11.10 *Morning Coffee*

11.30 PRACTICALITIES OF REALIZING THE OPPORTUNITY FOR TELEPHONY ON CABLE IN THE PRC

- ❑ assessment of timescales for true cable and telephony services in China
- ❑ challenges of implementing telephony
- ❑ financial viability of telephony on cable services

***Zhige Chen**, Chief Engineer*
SHANGHAI INFORMATION HIGH TECH LTD, MPT

12.00 INTERNATIONAL CABLE AND TELEPHONY DEVELOPMENT - OPTIONS FOR CHINA

- ❑ regulatory framework and history of telephony on cable in the UK
- ❑ lessons learnt from our experiences in the UK and Thailand
- ❑ interconnect: interaction between cable operator and telco
- ❑ examining the pros and cons of providing telephony over cable

***Robert T. Anderson**, Vice President Business Development and President*
NYNEX NETWORK SYSTEMS

12.30 CONVERGENCE IN ACTION: REALIZING A WORLD-CLASS DIGITAL BROADBAND CABLE NETWORK

- ❑ why develop a digital broadband network? Assessing the economics and benefits
- ❑ developing cross-media relationships
  - finding the right partner
  - ensuring the partnership works
- ❑ evaluating the range of applications and services
- ❑ timescales for network and service provision

***Craig Cameron**, Group Director Strategic Marketing & Business Development,*
TELSTRA CORPORATION

1.00 *Lunch*

2.00 SPRINT'S TRIPLE PLAY PARTNERSHIP: TELECOMMUNICATIONS IN THE US BY THE INTEGRATION OF CABLE TV, LOCAL AND LONG DISTANCE TELEPHONY, WIRELESS/PCS AND METROPOLITAN FIBRE NETWORKS

- ❑ plans, status, and business implications of the joint venture
- ❑ balancing the needs of all partners
- ❑ evaluating single source provisioning as the key to future survival
- ❑ challenges of integrating cable TV, local and long distance telephony, wireless/PCS and metropolitan fibre networks
- ❑ development of telephony services over video cable infrastructure - evaluating the impact on cable revenues and cashflows

***Steve Fletcher**, Executive Director of Business Development*
SPRINT INTERNATIONAL
(Sprint's joint venture with three of the largest US cable TV operators: Comcast, TCI and Cox)

2.30 REVIEW AND IMAGING - EXAMINING THE TECHNOLOGICAL DEVELOPMENT OF THE WUXI FIBRE-OPTIC CABLE TV NETWORK OVER THE LAST THREE YEARS

***Humin Kou**, Deputy Director General*
WUXI CABLE TELEVISION STATION

3.00 CABLE AND INTERACTIVE SERVICES - FUTURE OPTIONS FOR MAXIMIZING THE REVENUE POTENTIAL OF CHINA'S CABLE NETWORKS

- ❑ importance of interactive services to the future of cable development
- ❑ current roll-out of infrastructure to support these services
- ❑ where and when are the first interactive services likely to appear?
- ❑ what services are likely to attract Chinese consumers - V.O.D., home banking, telemedicine, publishing etc.

***William H. Conklin**, Divisional Director*
IBM CORPORATION, BEIJING, PRC

3.30 *Afternoon Tea*

3.50 PROVINCIAL AND CITY PLANNING SESSIONS 2: SATELLITE AND WIRELESS CABLE DEPLOYMENT FOR BROADCAST SERVICES

- ❑ history of the network
- ❑ future levels of subscribers and service
- ❑ interaction of terrestrial and satellite
- ❑ role of wireless cable, MMDS and radio frequency use
- ❑ future of direct to home satellite services

Paper 1:
Director
YUNNAN TELEVISION STATION -
Paper 2:
***Yufa Zhu**, Chief Director*
SHANGDONG TELEVISION STATION
Paper 3:
Director
XINJIANG A.R. TELEVISION STATION -
Each speaker will talk for 25 minutes with a joint 10 minute panel session for questions at the end of this section

5.40 *Close of Summit*

CONFERENCE LANGUAGES:

English and Mandarin (Translation will be provided)

WHAT WILL THE DELEGATE PROFILE BE?

This summit will attract high level Chinese delegations from:

- Ministry of Electronics Industry
- Ministry of Film, Radio and Television
- China Radio and Television Society
- China Broadcasting and Television Equipment Society
- Research Centre on the Development of Communication, Broadcasting and Television
- China Users Association of Satellite, Communication, Broadcasting and Television
- Heads of cable and terrestrial television stations across China

The senior level attendance from Asia-Pacific, America and Europe will include:

- Cable systems operators
- Satellite operators
- Telecos
- Equipment and service suppliers
- Programme Producers/Syndicates
- Broadcasting Corporations
- Advertising agencies
- Financial institutions

WHO SHOULD ATTEND?

- strategic cable, satellite and telecommunication investors
- international and regional presidents, directors and vice presidents
- corporate strategy and planning
- business development
- senior telecommunications and media consultants

ABOUT IIR AND THE PAN-ASIAN BROADCAST AND MEDIA TASK FORCE

The Institute for International Research Group (IIR) is an independent company with an international network of offices currently located in 28 countries, including Singapore, Sydney, London, New York, Paris and Johannesburg. Begun in the early 1970's as a newsletter publishing house, IIR has since undergone significant diversification and growth. Today IIR is one of the world leaders in business conferences, information technology training, trade exhibitions, and business information publishing.

The Pan-Asian Broadcasting and Media Task Force was established to meet the overwhelming demand for information about media development in the Asia-Pacific region. The task force monitors both short and long term developments in Asia's cable, satellite, programming and terrestrial television. In response it organises comprehensive conferences to meet the pressing issues of the industry.

HERE IS WHAT LEADING ORGANIZATIONS SAID ABOUT OUR PREVIOUS PAN-ASIAN SUMMITS:

Our previous country and regional programs have been sell-out successes. Here is what some of our delegates had to say...

"Good mix of topics and speakers; open and candid discussion of company strategies and direction are very valuable"
Agnes Lee, Bellcore, USA

"Very well balanced content with high standard of speakers. Good preparation and research by the organizers was apparent in all aspects"
Ken Takagi, Broadcast Services Product Manager, Intelsat, USA

"Very good presentations and speakers. Excellent information to take back to my operations"
Dwight Engler, United Micronesia Development Association (UMDA)

"I was impressed by the scope of the delegates and the attendance for each session"
Henry R Goldstein, President and Chief Executive Officer, Pacific Link Communications, Hong Kong

"The content was very good with a diverse range of knowledgeable speakers"
Spencer Reast, Telstra, Australia

"Very well organised; logical sequence of topics"
Worrapat Napaporn, General Manager, Shinawatra International Company, Thailand

VALUABLE CONFERENCE DOCUMENTATION

This summit offers comprehensive set of conference papers which form a unique encyclopedia of cable and satellite television development in China. All delegates receive a set of documentation provided by speakers at the event which is not available elsewhere.

OFFICIAL SUMMIT BANQUET

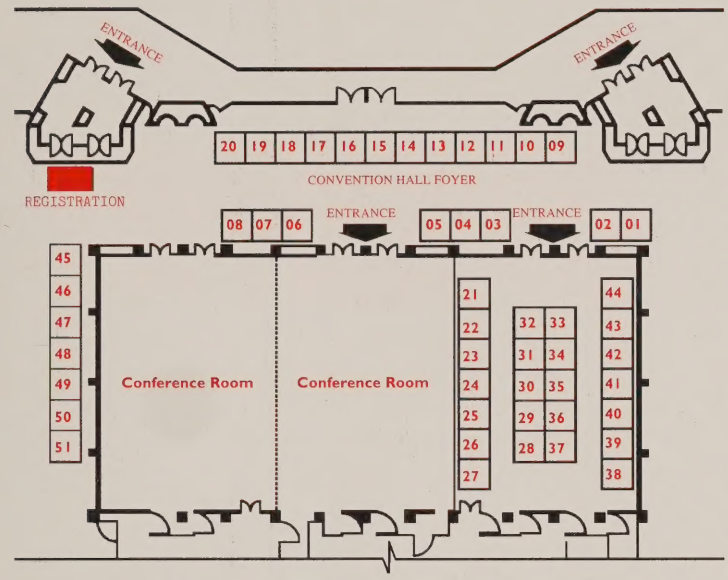
The China International Cable and Satellite Television Summit 1995 banquet will take place on the evening of 25 September. Delegates who wish to attend should indicate on the registration form. This provides an ideal opportunity for you to meet the speakers and network with other delegates in an informal atmosphere.

WARNING
Plan your China travel arrangements NOW!

Flights to China and accommodation are in short supply - September is peak season so please ensure you make your bookings well ahead. Please note that international delegates will also need to apply for a tourist visa (readily available in most countries) to enter China.

'95 北京国际有线电视及卫星电视高级研讨会

China Cable & Satellite Television International Summit 1995 China World Hotel, Beijing, September 25-27,1995



Exhibition space is available in blocks of 3x3m or raw space may be booked.

EXHIBITION OPPORTUNITIES

How Exhibiting at this Event Will be Different From a Standard Exhibition

- meet a delegate pool of proven purchasers whose international and Chinese organizations have already invested valuable time and money to speak at/or attend the event, rather than the standard exhibition visitor who attends free-of-charge for a far shorter period of time
- guaranteed contact between exhibitors and delegates booths are positioned to ensure optimum visibility and access in an exclusive area for conference delegates and speakers only. To further facilitate direct meetings between exhibitors and delegates, delegates will need to walk through the exhibition area to register and take refreshment breaks.
- high visibility - a strictly limited number of exhibition stands ensures your product won't disappear in a confusing crowd of options

WHY SHOULD YOUR COMPANY SPONSOR?

- extensive publicity more than 100,000 promotional brochures will be mailed worldwide to our exclusive database of proven conference attendees, and will be inserted in key trade journals and magazines. Newly confirmed sponsors will be included in all upcoming newsflashes and reprints of marketing material
- access a highly targeted Chinese and international audience. At the event, the sponsor will have direct exposure to a "buyer-ready" market of key decision makers and purchasers, thus increasing business potential. The sponsor can later pursue contacts made at the event. Sponsorship of IIR events has helped numerous companies contact and clinch deals with corporations and governments within Asia
- permanent reminder of services provided by the sponsor delegates receive a full collection of papers presented at the conference and promotional materials from the sponsors. These serve as a valuable reminder to the industry of the products and services your organization currently provides and allows for you to display new areas of business
- enhanced company profile in the past year IIR's Pan Asian and country focused summits have attracted more than 3000 senior industry executives and government policy makers from throughout the world.
- publicity and visibility will be assured to you throughout the summit as a sponsor

WHAT SPONSORSHIP OPPORTUNITIES ARE AVAILABLE?

Sponsorship opportunities are available with a range of exposure and investment levels. Specially tailored packages can be designed to suit your promotional needs.

Options available for sponsorship include:

- ❑ senior commercial sponsor
- ❑ conference documentation - a valuable permanent reminder of your company and service
- ❑ cocktails, luncheons and the conference banquet
- ❑ hospitality suites
- ❑ audio visual
- ❑ technical workshop and demonstration

China Cable & Satellite Television International '95 Summit Exhibition & Sponsorship Enquiry Form
(Fax today to Hong Kong +852 2586-1999)

☐ Please rush me details of the summit sponsorship options
☐ Please reserve an exhibition booth for our organization
☐ Please rush me further information and a detailed floor plan

A strictly limited number of sponsorship options and display/exhibition spaces are available. This Summit represents THE best opportunity in 1995 to increase your business potential, enhance your company profile and obtain direct exposure to a highly targeted audience of leading decision makers. Can you afford to let your competitors take the limelight at this prestigious event?

For further details and a copy of our sponsorship/exhibition proposal contact: Dan Kirwin at Tel: +852 2531-6109 or Fax: +852 2586-1999.

(Mr/Ms/Dr) _____
Family Name First Name

Job Title _____

Company _____

Address _____

_____

City _____ Postcode _____

State _____ Country _____

Telephone ( ) _____ Facsimile ( ) _____

To register, contact IIR Hong Kong on Tel: +852 2586-1777 or Fax: +852 2507-5666

China Cable and Satellite Television International Summit '95 Booking Form

SUMMIT REGISTRATION FORM
To register for the summit, fax this whole page including mailing label to IIR LTD. +852 2507-5666 or call +852 2586-1777

PRINTED MATTER
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SINGAPORE
NO: 97

Yes! Please register me for the China Cable and Satellite Televison International Summit '95:

I would like to attend the:

- ☐ Three day Summit, 25, 26, 27 September 1995
- ☐ Second day Streams(Please indicate your preference)
  - ☐ Stream A ☐ Stream B
- ☐ Official Summit Banquet: 25 September 1995
- ☐ I am interested in Sponsorship/Exhibition opportunities
- ☐ I am unable to attend but please add my name to your mailing list
- ☐ Special dietary requirements (please specify) _____

(Mr/Ms/Dr) _____
Family Name

_____
First Name

Job Title _____

Company _____

Address _____

City _____ Postcode _____

State _____ Country _____

Telephone ( ) _____ Facsimile ( ) _____

Approving Manager's Name _____

Position _____

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IF UNDELIVERED, PLEASE RETURN TO:
Caxton Services Co Pte Ltd
29, Tampines Street 92
Caxton Building
Singapore 1852

FEES (per delegate): Summit registration includes attendance at all sessions, bound conference papers, reception, coffee breaks and luncheons. (Hotel reservations and travel arrangements are the responsibility of the registrant)

3 Day CONFERENCE FEE	**US$ 2,195**
Banquet	**US$ 85**

IMPORTANT CONTACT AND PAYMENT INFORMATION

1 Credit Card

Fax your registration form to IIR Ltd on +852 2507 5666 with your credit card details completed below. To allow the processing of your payment with the credit card companies, please post the original form to IIR Ltd, 20/F, Siu On Centre, 188 Lockhart Rd, Wanchai, Hong Kong

Payment Amount(US$) _____ **Card Expiry Date** _____

Credit Company: [ ] Visa [ ] AMEX [ ] Mastercard [ ] Diners

Card Number | | | | | | | | | | | | | | | | |

Cardholders name _____ **Signature** _____

2 Payment by Cheque

PLEASE mail your cheque and registration form (including the mailing label) to IIR Ltd, 20/F Siu On Centre, 188 Lockhart Rd, Wanchai, Hong Kong. Please make your cheque in US$ payable to IIR Ltd (crossed A/C payee only). Payment is required prior to the conference.

Attention *all International delegates:* **Please make your cheque in US$ only**

Cancellations: if you are unable to attend...

a) a substitute delegate is welcome to attend in your place at no additional charge
b) your registration can be credited to a future conference
c) if we receive your cancellation in writing more than one week prior to the conference, a full refund will be issued
d) if we receive your cancellation in writing less than one week prior to the conference, a 75% refund and a set of conference documentation (valued at US$495) will be sent to you.

HOTEL RESERVATION FORM

China World Hotel, No. 1 Jian Guo Men Wai Avenue, Da Bei Yao, Beijing
Tel: +861 505-3555 Fax: +861 505-4323

ROOM RATE: US$ 195 per night, deluxe room (plus 15% surcharge) Hotel rooms are avaliable on a first come first served basis, at the special delegate rate, for reservations received prior to 23 July 1995. After this date, reservations are accepted on a space available basis at prevailing published rate:

Airport transfer is available US$35 (normal hotel 3 passenger car)

Payment: Please send deposit by telegraphic transfer to the Bank of China head office, Banking Dept, Beijing, China, USD account No: 1482500160 and specify your name and "Institute for International Research Conference Attendee"

Credit Card No. _____ **Expiry date:** _____

Cardholder: _____ **Credit Company:** _____

Guarantee: I Hereby authorise the China World Hotel to charge one night's accommodation to the credit card number provided herein, in case of later cancellation within 7 days prior to arrival, or a no-show.

Signature: _____

Important hotel reservations and arrangements are the sole responsibility of the registrant. If your travel date should change after this form has been submitted, please notify the hotel immediately.

(Mr/Ms/Dr) _____
Family Name First Name

Job Title _____

Company _____

Address _____

_____

Postcode _____ Country _____

Tel _____ Fax _____

Arrival date/flight _____ Departure date/flight _____

(Please photocopy for more delegates)